



May 18, 2004

**BUDGET SUPPLEMENT # 4**

**SUBJECT: Request for Funding of the 2004 Downtown Summer Music Series**

**REPORT IN BRIEF**

The Sunnyvale Downtown Association sent a letter dated April 19, 2004 to Mayor John Howe requesting financial support from the City of Sunnyvale for the Downtown Summer Music Series "Music and Market." The Association has requested the City's support of an "in-kind" donation of \$4,500 to help defray the costs of Public Safety and Public Works services provided to the 2004 Downtown Summer Music Series. Approval of Budget Supplement #4 would establish a project budget to reimburse the Sunnyvale Downtown Association for up to \$4,500 of these costs.

**BACKGROUND**

The Downtown Summer Music Series "Music and Market" was established in 2000 to demonstrate to residents that Sunnyvale businesses were open during construction. The music series has evolved into a well-attended community event that attracts residents of all ages. The event is held Wednesday nights on Murphy Avenue starting the first Wednesday following the Fourth of July and will continue for nine weeks through September 1.

**EXISTING POLICY****LAND USE: Public Facilities**

Policy 2.5D.2 Maintain beautiful and comfortable outdoor public places which provide a shared sense of ownership and belonging for Sunnyvale residents, business owners and visitors.

2.5D.2j. Encourage some commercial activities in public plazas downtown.

2.5D.2k. Continue to encourage pedestrian and commercial activity on the sidewalks of the historic 100 block of Murphy Avenue.

**SOCIO-ECONOMIC: Economy and Employment**

Policy 5.1B.2 Participate in partnerships with local industry/businesses in order to facilitate communication and address mutual concerns.

Policy 5.1C.1 Support efforts to establish Sunnyvale's downtown area as a strong commercial center for the City.

Policy 5.1C.3 Maintain an attractive business community.

## **DISCUSSION**

The Sunnyvale Downtown Association is requesting \$4,500 to assist with costs for services provided by Public Works and Public Safety for the 2004 Summer Music Series. The funds will be used to pay Public Works for costs incurred by the department to post signage prior to street closure, ensure the street is clear from cars, closing and reopening the street, and additional street cleaning. They will also be used to pay Public Safety for crowd control, which, in turn, ensures a positive experience at the event for attendees.

## **SERVICE LEVEL IMPACT**

Approval of Budget Supplement # 4 supports the Retail and Hospitality Service Delivery Plan of the Economic Prosperity program. This assistance will ensure the ability of the Sunnyvale Downtown Association to continue the annual Summer Music Series that contributes to the positive impression of downtown Sunnyvale as an attractive entertainment destination.

## **FISCAL IMPACT**

Approval of Budget Supplement #4 would establish a one year project to reimburse the Sunnyvale Downtown Association for up to \$4,500, funded by the General Fund.

## **PUBLIC CONTACT**

Budget documents are available at the City Library and are posted on the City's Web site.

Prepared by:

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Karen L. Davis  
Economic Development Manager

Reviewed by:

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Robert Paternoster  
Director, Community Development

Reviewed by:

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Mary J. Bradley  
Director of Finance

**City Manager's Recommendation**

- ☐ Approve Budget Supplement for funding  
☐ Do Not Approve Budget Supplement for funding

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Amy Chan  
City Manager

# BUDGET SUPPLEMENT FORM

## Fiscal Year 2004/2005

**TOTAL ADDITIONAL FUNDING RESOURCES REQUESTED: \$4,500 (Project Budget)**

**DESCRIPTION OF THE TYPE OF RESOURCES AND THE PURPOSE FOR WHICH THEY ARE BEING REQUESTED:**

Financial assistance for the annual Summer Music Series held at Murphy Avenue in downtown Sunnyvale to pay for street closure services from the Public Works Department and security services from the Public Safety Department.

**DESCRIPTION OF SERVICE LEVEL IMPACT:**

This assistance will ensure the ability of the Sunnyvale Downtown Association to continue the annual Summer Music Series that contributes to the positive impression of downtown Sunnyvale as an attractive entertainment destination. This project budget supports the Retail and Hospitality Service Delivery Plan of the Economic Prosperity budget.

CURRENT				PROPOSED			
SERVICE DELIVERY PLAN 24401							
DESCRIPTION OF SERVICE DELIVERY PLAN				DESCRIPTION OF SERVICE DELIVERY PLAN			
Retail and Hospitality				Retail and Hospitality			
PERFORMANCE MEASURES							
MEASURE			NO.	MEASURE			NO.
% of Sunnyvale residents that perceive the downtown area as an attractive shopping and entertainment destination.			30%	% of Sunnyvale residents that perceive the downtown area as an attractive shopping and entertainment destination.			30%
ACTIVITIES/PRODUCTS							
ACTIVITY #	DESCRIPTION	PRODUCT TYPE	PRODUCT	ACTIVITY #	DESCRIPTION	PRODUCT TYPE	PRODUCT
244130	Marketing the City	A promotional activity competed	28	244130	Marketing the City	A promotional activity competed	28
FISCAL IMPACT							
TOTAL CURRENT COSTS		-0-		TOTAL PROPOSED COSTS		\$4,500	